

## Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W  
-----065831 211639Z /50

R 211455Z AUG 78  
FM AMEMBASSY PARIS  
TO SECSTATE WASHDC 6311  
INFO AMCONSUL AMSTERDAM  
AMEMBASSY LUXEMBOURG  
AMEMBASSY BRUSSELS  
AMEMBASSY THE HAGUE

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PASS TO FIELD/KOSTECKA

E.O. 11652: N/A  
TAGS: BEXP, FR  
SUBJECT: FRANCHISING TRADE MISSION, NOVEMBER 6 TO 8,  
1978, PARIS

REF: (A) STATE 144001; (B) PARIS 24073; (C) USDOC  
12838; (D) USDOC 13173

1. POST NEEDS TO BEGIN ADVANCE WORK PRIOR TO OCTOBER  
2ND, THE DATE GIVEN IN REFTEL (A) FOR THE ARRIVAL OF  
MR. KOSTECKA IN PARIS. THIS TELEGRAM REQUESTS  
ADDITIONAL DETAILS ON SUBJECT MISSION TO ALLOW US TO  
GET IN POSITION AND GET MOVING IMMEDIATELY FOLLOWING  
THE TRADITIONAL FRENCH RENTREE FROM VACATION, I.E., THE  
FIRST WEEK OF SEPTEMBER.

2. POST URGES, IF FEASIBLE, THAT MR. KOSTECKA SCHEDULE  
ADVANCE TRIP TO PARIS IN THE THIRD WEEK OF SEPTEMBER,  
A TIMING MORE USEFUL TO THIS POST THAN THE OCTOBER  
DATE.

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3. HOTEL ACCOMMODATIONS  
PLEASE ADVISE SOONEST IF PRICES GIVEN REF' (B), PARA 3  
ARE ACCEPTABLE. NOTE THAT 793 FRANCS FOR SUITE IS  
PER NIGHT COST. HOW WILL HOTEL BILL BE PAID?

4. INFORMATION ON FIRMS  
URGENTLY REQUIRE MORE DETAILED INFORMATION ON FIRMS

INCLUDED IN THE MISSION AS WELL AS PHOTOGRAPHS, IF AVAILABLE, AND PROMOTIONAL MATERIAL IN ORDER MAKE TIMELY PLACEMENTS IN COMMERCIAL NEWSLETTER AND TRADE MAGAZINES. FOR UPCOMING APPOINTMENT WITH OFFICIALS OF THE FEDERATION FRANCAISE DU FRANCHISAGE, WE WOULD LIKE TO HAVE IN HAND MORE THAN THE TWO OR THREE SENTENCE DESCRIPTIONS OF EACH FIRM CONTAINED IN REFS. (C) AND (D).

5. BROCHURES

FOLLOWING UP OUR RESPONSE IN REF. (B), HAS DECISION BEEN MADE YET ON LANGUAGE OF BROCHURES AND WHERE THEY WILL BE PRINTED? NEED MATERIAL IN HAND BY MID-SEPTEMBER TO ALLOW PRINTER TO SCHEDULE JOB. AGAIN, WE ADDRESS QUESTION OF WHO WILL BEAR COST OF PRINTING, BUDGET LIMITATIONS, AND METHOD OF PAYMENT.

6. RECEPTION

IS ONE BEING PLANNED? IF SO, WHERE? HOW MANY INVITATIONS SHOULD BE PRINTED? WHO WILL HOST, AND WHO WILL PAY?

7. BRIEFINGS/TIMING

DOES THE MISSION DESIRE BRIEFINGS FROM EMBASSY OFFICERS? WILL THE FRANCHISING MISSION ARRIVE THE MORNING OF THE

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INFO OCT-01 EUR-12 ISO-00 EB-08 /021 W  
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R 211455Z AUG 78  
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6TH (A MONDAY) AND WANT BRIEFING AND/OR APPOINTMENTS  
THE SAME DAY? SINCE HOTEL RESERVATIONS ARE FOR THE  
NIGHTS OF THE 6TH, 7TH, AND 8TH, IT IS NOT CLEAR WHEN  
MISSION MEMBERS WILL INITIATE PARIS ACTIVITIES.

8. TRANSPORT  
DUE TO THE NUMBER OF MISSION MEMBERS AND THE PROBABLE  
AMOUNTS OF ACCOMPANYING GEAR, POST ASSUMES MISSION  
WILL REQUIRE SEVERAL CARS FOR TRANSPORT TO/FROM AIRPORT  
AND TO/FROM HOTEL/EMBASSY. SHOULD WE RESERVE CARS ON  
COMMERCIAL BASIS?

9. RECEPTIONIST AND INTERPRETERS  
IN ORDER TO LINE UP THESE ASSISTANTS, WE NEED TO KNOW  
NUMBER DESIRED AND METHOD OF PAYMENT.

10. AS USDOC AWARE, IMC FULLY BOOKED DURING NOV. 6-8.  
THEREFORE, POST HAS MADE ALTERNATIVE ARRANGEMENTS TO  
PUT FRANCHISING MISSION IN COMMERCIAL CONFERENCE ROOM,  
USING IMC PARTITION AND BOOTH SYSTEM. NOTE THAT THERE  
IS ROOM ONLY FOR EIGHT BOOTHS REPEAT EIGHT BOOTHS,  
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MAXIMUM.

11. RUN-DOWN ON ABOVE POINTS AND GENERAL INFORMATION  
ON AMOUNTS BUDGETED AND PAYMENT PROCEDURES WOULD BE  
GREATLY APPRECIATED.  
GAMMON

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## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
**Draft Date:** 21 aug 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Type:** TE  
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